Southern Women's Show
'94 Results and '95 Projections

2040148362

Location	1994 Show Att.	1995 Show Att.	1994 Booth Att.	1995 Booth Att.	1994 Reports Gen.	1995 Reports Gen.	1994 Packs Sold	1,995 Packs Sold
TAMPA	17,667	18,197	5,870	6,046	1,460	1,592	0	0
ST. LOUIS	0	90,000	0	26,881	0	7,080	0	538
MEMPHIS	29,015	29,885	11,286	11,625	3,180	3,062	458	472
RICHMOND	0	19,000	0	5,675	0	1,495	0	113
RALEIGH	25,848	26,623	5,916	6,093	1,767	1,605	131	135
NASHVILLE	36,470	37,564	19,027	19,598	3,998	5,161	180	185
PHILADELPHIA	25,868	26,644	10,000	10,300	3,255	2,713	237	244
ORLANDO	27,833	0	5,823	0	1,820	0	27	0
CHARLOTTE	35,094	36,147	12,150	7,562	3,697	1,992	178	183
BIRMINGHAM	30,440	31,353	9,426	10,855	3,087	2,859	162	167
MIAMI	22,000	22,660	5,792	7,017	1,880	1,848	41	42
JACKSONVILLE	26,043	26,824	6,657	7,062	2,345	1,860	0	0
CHAR. XMAS	146,055	150,437	36,937	38,454	4,845	10,128	2,665	2,745
TOTAL	422,333	515,335	128,884	157,168	31,334	41,393	4,079	4,825
AVERAGE	38,394	42,945	11,717	13,097	2,849	3,449	371	402

Location	1994 Visit Booth	1994% Booth Fill Gen.
TAMPA	33%	25%
ST. LOUIS	0%	0%
MEMPHIS	39%	28%
RICHMOND	0%	0%
RALEIGH	23%	30%
NASHVILLE	52%	21%
PHILADELPHIA	39%	33%
CHARLOTTE	21%	31%
BIRMINGHAM	35%	30%
MIAMI	31%	33%
JACKSONVILLE	26%	32%
CHAR. XMAS	26%	35%
AVERAGE	30%	26%

*Attendance growth rate estimated at 3%.

**The percent of booth visitors in '95 should be about the same as in '94 (% of population that smokes).

***The percent of booth attendees that fill out name generation cards should rise in '95 as we emphasize to the consumer that we need them to fill out a card even if they are already on the database to ensure that we have accurate information.

Source: https://www.industrydocuments.ucsf.edu/docs/plnn0004

'95 SCHEDULE OF WOMEN'S SHOWS FOR VIRGINIA SLIMS EXHIBIT

DATES	MARKET	SHOW
March 16 -19	Tampa	Southern Women's Show
March 24 - 26	St. Louis	Working Women's Survival Show
March 30-April 2	Memphis	Southern Women's Show
April 6-9	Richmond	Southern Women's Show
April 20-23	Raleigh	Southern Women's Show
May 4-7	Philadelphia	International Women's Show
May 11-14	Nashville	Southern Women's Show
September 21-24	Charlotte	Southern Women's Show
October 5-8	Birmingham	Southern Women' s Show
October 26-29	Jacksonville	Southern Women's Show
November 2-5	Miami	International Women's Show
November 9-19	Charlotte	Southern Christmas Show

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VA SLIMS - SOUTHERN WOMEN'S SHOWS
95 ESTIMATE

EXPENSE CODE	EXPENSE	1994 ORIGINAL BUDGET	1994 ACTUALS	CP-YTD VARIANCE	1995 ESTIMATE
44133	CONSUMER INCENTIVES	49,000		49,000	50,000
44137	PROMOTIONAL MATERIALS		498	(498)	
44202	AGENCY ARTWORK	30,000	47,803	(17,803)	15,000
44203	NON-AGENCY ARTWORK	1,000	2,322	(1,322)	5,000
44253	RENTALS	1,000		1,000	0
44454	SPONSORSHIPS	75,000	87,500	(12,500)	100,000
44472	PROFESSIONAL SVCS	208,000	230,018	(22,018)	299,000
44555	PHOTOGRAPHY EXP	1,000	460	540	1,000
44600	TEMPORARY HELP	25,000		25,000	0
44632	PURCHASED SERV	0	17,939	(17,939)	30,000
43086	SAMPLES	10,000		10,000	0
44799	PRIOR YR REVERSAL		(21,353)	21,353	0
44885	CONTRACT COMMITMENTS			0	0
	TOTAL	**$400,000**	**$365,187**	**$34,813**	**$500,000**

Source: https://www.industrydocuments.ucsf.edu/docs/plnn0004